

ARKON HELPS GAINESVILLE CAR DEALER CAPITALIZE ON EXPIRING UTILITY REBATE



Tomlinson Motor Company had a vision. The company saw its cars bathed in sunlight-like illumination. It saw a more inviting showroom. It saw a reduced environmental footprint.

And it saw it all happening before its local utility company's energy savings incentives expired.

"We wanted the improved lighting coverage LEDs provide," said JD Tomlinson, company owner. "Gainesville Regional Utilities' expiring rebate was a big bonus."

Like many regional energy companies, GRU recognizes that lighting can account for nearly one-third of a business' total energy needs. In many cases, the same light output can be achieved using lower-wattage lamps like those offered by Arkon LED. Particularly in the case of Arkon's bulbs powered by the proprietary Heat Spreader, air conditioning costs can also be reduced. Through the end of its fiscal year in late September 2013, the utility was offering up to \$100,000 or 50% back on lighting project implementation costs. The rebate was based on the reduction in energy use directly attributed to the project.

For Tomlinson Motor Cars, Arkon LED's fixtures more than produced the desired effect. The company provided 30 200-watt Shoebox LEDs, 6 50-watt Versa I LEDs, 14 100-watt LED modules and two LED tube kits and received a \$14,060 rebate from GRU. The project is expected to save Tomlinson Motor Cars \$20,635 in the first year and pay for itself in about 2 years.

"The lights look really good," Tomlinson said. "They more than met my expectations, and Arkon LED did a great job. Everyone was very responsive, and their representatives were on-site all the time."

PROJECT OVERVIEW

- Provided 50+ Arkon Shoeboxes, Versa I and Tube LEDs
- Savings Will Exceed \$20,000 in First Year
- Project Will Pay for Itself in About 2 Years
- Gainesville Regional Utility Rebate (\$14,000+ for Tomlinson) Is Similar to Others Available

1.855. 733.2724
861 KLOSTERMAN RD. EAST,
TARPON SPRINGS, FL 34689

